

# Newsmaker Marketing

*Join our team today!*



**NEWSMAKER  
MARKETING**  
YOUR BUSINESS IS OUR TOP STORY



## About Us.

Newsmaker Marketing is a Boston-based video, public relations and social media marketing agency that was created to help businesses get to the heart of their own stories and reach audiences in a way that doesn't depend solely on news coverage. Unlike traditional PR agencies that focus primarily on earned media, our team of former journalists serve as our clients' ongoing storyteller, video content creator, social media marketer, media relations pro, brand ambassador and influencer so we can ensure they are always getting results.

## Why We're Different.

Our team combines more than 30 years of television news, PR and social media marketing experience. Not only are we all former news and PR pros who know how to work under tight deadlines and produce great results, but we get stuff done while still prioritizing work-life balance. We understand how hard our clients have worked to achieve their goals and create or work for their dream companies, and we are here to support them every step of the way. When you join Newsmaker Marketing, you join a family of women supporting women, parents supporting parents, entrepreneurs supporting entrepreneurs, movers supporting shakers and storytellers supporting story makers.

## Our Internships.

During your internship, you will experience a fast-paced, high-energy, high-results internship where you will gain the critical PR, storytelling, journalism, social media and video production skills for a successful future in communications. Our interns are a crucial part of our team and responsible for everything from: building media lists to researching editorial calendars to creating social media posts and graphics for clients to logging client video and supporting on-site events and networking opportunities. The role is fully remote, with some on-site event support in and around the Boston area. Apply today!



**Contact us to join our team!**

**Michaela Forbes,**  
*Account Executive & Internship Coordinator*

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# Newsmaker Marketing

*Meet our leadership team!*



Jackie Bruno

## Our Founder.

Jackie is a former Boston news anchor and three-time Emmy Award winning broadcast journalist. A native of Freetown, Mass., she spent more than a decade reporting and anchoring for prominent stations in Mass., including NECN and NBC Boston. She was Miss Massachusetts USA 2008 and is the founder of The Connect-Her, which helps women connect and support each other's goals. In early 2022, Jackie made the difficult but important decision to step back from news and the public eye to focus on her mental health and family. During that time, she was inspired to create Newsmaker Marketing. Now, she and the Newsmaker team are helping businesses tell their stories in meaningful and impactful ways that truly move the needle.



Rachel Robbins

## Our President.

Rachel is a seasoned public relations expert and former television news producer, who is leveraging her more than 15 years of news and PR experience to lead client relations and business development for Newsmaker. Rachel was previously Senior Vice President at the PR firm Greenough, where for nine years she led successful PR programs for clients, including strategy, integrated marketing initiatives, and media relations, securing feature stories with top-tier outlets such as CNN, NBC Nightly News and the Wall Street Journal. Prior to joining Greenough, Rachel was an Assignment Editor at NECN and WCVB-TV, as well as a Segment Producer for NECN's "The Morning Show" where she booked celebrity guests and produced segments.



Liam Martin

## Our CMO.

Liam is an Emmy Award-winning journalist who spent 15 years in television news before joining Newsmaker in March of 2024. Liam was most recently WBZ-TV's morning anchor and co-host of their news talk show "Morning Mix." Prior to his nine years with WBZ-TV, Liam worked as a general assignment reporter at WCVB-TV in Boston and as an evening anchor and reporter for WILX-TV in Lansing, Michigan. In 2019, he won an Emmy Award for his storytelling. Liam will continue his talent and passion for storytelling for Newsmaker Marketing's clients and bring the agency to new heights through his journalism, storytelling, social media and video production expertise.